

# In fact

AN ANTIDOTE FOR FALSEHOOD  
IN THE DAILY PRESS

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## "Greatest Battle Ever"

JULY 15 Pres Wm Green of AFL addressing NY convention promised "the greatest political battle ever waged by organized labor in America" to defeat every Representative and Senator—a majority—who voted for the "monstrous" Taft-Hartley bill.

This makes it unanimous: AFL, CIO, RR Brotherhoods, etc, a total of 15,000,000 members, 30,000,000 voters or more who with relatives and friends are a vast majority of the American people.

It was big news. The great NYTimes buried it on p 13.

## Radio Beats Press

CREDIT Eric Sevareid of Columbia Broadcasting, and other radio reporters, who July 15 without editorial comment read a tiny UP item but emphasized its importance. The Kiwanis Club of Ahsokie, N C, raffled off a \$3200 auto. When winner was found to be a Negro, the club refused to deliver, sent the sheriff to his house, gave him back his dollar for his ticket.

As a result of radio using the item on nationwide broadcasts, Kiwanis got a black eye, and promised to get the winner another car. Most newspapers did not use the story until the radio had made it a challenge to them.

## Cigaretts for Children

ALTHOUGH there has been a 300% increase in smoking between the two world wars (and a 300% increase in cancer; see wide column) the tobacco makers are trying to raise the percentage of U S smokers, now 52% of adult population.

Only new markets possible are women and children. Only 33% of women now smoke. Makers hope to lower age level for boys and girls.

Reports Tide, advertising weekly (5/23/47): "Since most men are already cigaret smokers, the male market is pretty well saturated; competitors can only pit brand against brand, advertising technique against advertising technique, in an effort to woo male customers away from their rivals.

"Actually most cigaret experts think there are only two directions in which the market can expand substantially: toward a younger age level and toward women.

IF YOUR NAME IS ADDRESSED  
IN RED SEE PAGE THREE

## "STOP CANCER" DRIVE SUPPRESSES SCIENTIFIC NEWS LINKING DISEASE TO WELL-ADVERTISED CIGARETTES

New Evidence on Tobacco—Killed or Buried.....p 3

TWENTY-FIVE million Americans heard Walter Winchell announce in his broadcast on the night of July 13 that a Mrs Kvetan of Mont Clare, Penna, had won the Damon Runyon Fund cancer slogan prize, a house and lot worth \$40,000.

The winning slogan: "Arrest Cancer. It's Wanted for Murder."

Winchell has been the leading spirit in raising the fund, which will reach a million dollars or more.

As cancer deaths have increased, the nation has become aware that there has not been enough research, enough medical scientific investigations to provide checks, if not a cure.

City, state and national government appropriations have been small. The Winchell-sponsored fund has won the approval of the whole nation.

## Tobacco Money Pays Press and Radio

In the same month in which Winchell told 25,000,000 that cancer is a killer, the American Institute of Homeopathy met in annual convention at Swampscott, Mass, and heard, among other reports, one giving the latest scientific findings which show—not for the first time—that the use of cigarets, cigars and pipe tobacco have a direct relation to the increase of cancer.

Since 52% of the American adult population of the nation now smokes (Gallup poll 12/20/44) this would have been startling news to at least 52% of the readers of the newspaper press, and to Winchell's 25 million.

Winchell is not sponsored by a tobacco company, but every one of the radio networks owes a good share of its financial stability and its profits to the makers of Luckies, Camels, Chesterfields, Old Golds, Philip Morris and Raleighs, and apparently no radio station will permit the facts to become known. Neither will the press.

## Cancer Cases Increase With Cigaret Sale

There are, of course, a few exceptions in the newspapers. Immediately after the adjournment of the Institute of Homeopathy convention, the Dayton Daily News had its staff writer, Herbert A Shaw (who merits a Pulitzer prize for this and other work) interview Dr J D Varney, one of the physicians reading papers on the relation of the use of tobacco to cancer and heart diseases. Shaw's article appeared July 11, and the following are the most noteworthy paragraphs:

"If Dr J D Varney . . . had his way, the nation's cigaret manufacturers would have to close up shop. . . .

"I found [the doctor said] that since the advent of cigaret smoking and the practice of inhaling, the two afflictions noted above (certain types of cancer and heart trouble) have increased about 1000%. There's no doubt in my mind that the cigaret is to blame."

"Dr Varney pointed to a report carried in the July 1944 issue of the American Medical Assn Journal regarding an experiment. . . .

"As to cancer of the lungs caused by nicotine, Dr Varney points to another report, carried in recent issues of 'The Diseases of the Chest.' In this report a New Orleans chest surgeon wrote that cancer of the lungs is one of the most frequent and important primary lesions, secondary to cancer of the stomach in autopsy findings. He pointed out that rejected inhalations of tobacco smoke produce chronic irritation and the incidence of bronchial cancer directly parallels the increase in cigaret sales.

"Aside from cancer and heart disease, Dr Varney has another theory on the harmful results of cigaret smoking as it applies directly to prospective mothers.

"I've noted that the newborn baby whose mother has been smoking during pregnancy is very fretful after birth. I believe this is directly due to the



fact that the baby is being broken of the cigaret habit. I don't know that the nicotine poison forced into the unborn baby's blood stream by a cigaret smoking mother is the direct cause of many still births, but it certainly does give the baby a bad start in life."

### Campaign Omits Tobacco Cancer Facts

The publication of such news items as the foregoing by a commercial newspaper—which takes tobacco advertising—is something rare in U S journalism. In 1945 IN FACT credited the Durham, N C Morning Herald with publishing a frontpage news item headed "Cancer of Lung Increases With Sale of Cigaretts." This item dealt with a report read to the American Cancer Society by Dr Alton Ochsner of New Orleans. The meeting was held at Duke University, an institution which owes its existence to the use of tobacco.

The NYTimes on Oct 3 1946 carried a large news item under this heading: "Scientists Discuss the Possibility of Getting Cancer From Smoking." Dr Wm Rienhoff of Johns Hopkins, addressing a medical symposium at the U of Buffalo, discussed the possibility of an increase in lung cancer among women due to the fact that smoking among women has been increasing for 20 years.

The Times must also be credited with publishing (12/23/44) an item (2½ inches) saying the Northwestern Mutual Life Insurance Co believes the shortage of cigarets in wartime may lengthen human lives. The firm reported that "long-term studies of large groups of policyholders . . . had shown 26 to 100% rises in death rates among heavy smokers in the 30 to 50 year age brackets as compared with nonsmokers."

But, generally speaking, the U S press has suppressed at least 90% of the news items in which tobacco, and especially the use of cigarets, have been mentioned unfavorably. In the Aug 1946 issue of Reader's Scope, Leonard Engel pointed out that although the death rate from cancer is increasing and the use of cigarets is increasing, "the anti-cancer campaign makes no mention of this fact: there is now scientific evidence which indicates that tobacco may be a cause of widespread, terrible forms of cancer."

### U S Press Whitewashes Tobacco

In addition to the suppression of news adversely affecting tobacco, the press also obliges its tobacco advertisers in other ways.

It is always possible to find one, or a dozen, doctors who will accept a commission to write an article saying that tobacco is harmless. It is even possible to get certain medical schools to issue reports which the cigaret manufacturers are glad to see reprinted in the lay press. There are also news items and feature articles intended to whitewash the matter. Here are a few samples:

**New York Times.** In its May 18 1947 Sunday magazine it carried a glowing tribute to tobacco by staff writer W B Hayward. Title: "Why We Smoke—We Like It." Inserted in this article was a boxed item pretending to give the other side of the story. It contained three quotations, one from Ben Johnson, a poem by Philip Frenau, and a cockeyed piece written by Tobias Venner in 1620. Nothing of new medical research on cancer and heart diseases, of course.

The Times (10/28/43) also ran: "Body Dissipates Nicotine. Some Factor Alters the Danger, Virginia Doctors Report." While the Times does not suppress all tobacco items—although it suppresses most of the Federal Trade Commission fraud orders against tobacco firms, and others—it frequently reminds the manufacturers it is in business for money by publishing items such as the above.

**Time.** The color page ads in Time bring in \$8000 each. Students of journalism could write theses on Standard Oil, American Tobacco, and other ads and Time's reporting of the Standard "treason" charge by Senator (now President) Truman, and medical reports on cigarets. Recently Time has been running numerous pieces in favor of tobacco. Sample: "A Pleasant Smoke. A sacred creed of most doctors—that smoking is bad for diseased hearts—was disputed by Dr Robt L Levy and a group of colleagues at Columbia's College of Physicians and Surgeons. Dr. Levy's group found that patients with various heart diseases who smoked two cigarets in succession show no harmful effects. . . . Dr Levy's conclusion: moderate smoking is all right for many heart patients. . . . But patients with such diseases as congestive heart failure, active rheumatic heart disease and acute heart damage, should let tobacco alone."

### Find Doctors To Approve Cigaretts

**Newsweek.** Under the heading "Smoke, Drink, and Get Well" this magazine (12/2/46) also was able to find a doctor on the side of tobacco and alcohol. Newsweek reports: "Sipping a highball while smoking was recommended for smokers suffering from heart disease

by a prominent health specialist last week. Dr Wm D Stroud, professor of cardiology at the Graduate School of Medicine U of Penna, made the recommendation. . . ."

**Glamour.** This is one of the many publications whose chief function is to publish ads for cosmetics, clothes, and other items for young women. The tobacco industry, having almost reached the saturation point of male smoking,

"The first is somewhat limited because there is an age level, of course, below which cigaret marketing cannot go. The fact remains, however, that the trend toward disk jockey shows, and such advertising as the American Tobacco Co just started on the Intercollegiate Network, indicates that the business believes at least part of its potential is among the younger people."

### Bookburning U S A

THE power which \$50,000,000 worth of annual advertising by an industry exerts in the press extends all the way to the book reviewing depts. Two examples:

The YMCA published "Tobacco & Health," sent it to the newspapers. IN FACT asked YMCA Press for a report. James Rietmulder replied only PM reviewed the book. Months later Sales Manager W H Davies informed IN FACT that Scholastic, The Churchman and some religious publications reviewed the book, but not one commercial newspaper.

Dr Jesse Mercer Gehman of Paterson NJ published a most comprehensive study on the subject (572 pp), "Smoke Over America." Dr Gehman informed IN FACT: "Some really big publications received the book, among them large newspapers, the so-called free press. None reviewed it."

### Old News; No Names

MAIN item in IN FACT's June 16 issue was exposé of hundreds of firms violating food and drug laws. Biggest names in industry were named. It was pointed out that at least 99% of the U S press suppresses this news.

Apparently stung by these disclosures, Roy Howard's United Press July 5 ran about 5 paragraphs of IN FACT's big story, repeating the charge that many Americans are eating food defiled by rats, mice and insects. NYHerald Tribune frontpaged news July 6.

But: not one name was used. Concerns such as A&P Stores, Heinz, Borden, Cudahy, Safeway, Swift, Kroger, etc are advertisers. The press continues to suppress the real news.

### Another Blockade

JULY 7 Senator Murray placed in the Congressional Record a demand for the enactment of the Natl Health Insurance Act of 1947. He gave these facts:

"1. On an average 2 persons out of every 3 need help to meet the cost of serious illness.

"2. About 97,000,000 people in the U S need help to meet the cost.

"3. In the course of a year there are approximately 22,000,000 disabling illnesses....

"4. The total hidden costs of sickness and disability, wage loss to workers and costs to business totaled in 1943 no less than 15 billions. . . .

"5. Only about 3,500,000 Americans (2½%) were covered by comprehensive medical care plans in 1945. . . ."

A combination of reactionary doctors, abetted by the manufacturers of drugs, and especially the patent medicine cabal, is blocking every effort at medical relief for the nation.

### Signs of the Times

WHENEVER U S press is criticized, the NYTimes is always used in rebuttal. In fact, the Times, although larger, is no better than most papers. Because it is influential it frequently does more damage, especially to labor. "Times Wars on



Labor," is July 5 head in RR weekly "Labor."

Dr W Russell Bowie of Union Theological Seminary sends The Churchman a copy of a letter he wrote the Times protesting statements in a letter from Cardinal Spellman the Times published. The Times misuses its letter columns as well as its news columns, and advertising columns. In all, it selects to suit its editorial policy.

Noted psychoanalyst A A Brill, translator of Freud, recently prepared an answer to statements by Msgr Fulton J Sheen which he declared were "false views" and "foolishly untrue." The Times printed the Msgr Sheen statements, refused to publish a reply prepared by the NY Psychoanalytic Institute. (The Herald Tribune did). Finally, on July 6 the Times noted the fact that Brill accused it of suppressing the statement, but it still hasn't printed the reply to Msgr Sheen.

Meanwhile, in London, Times owner A H Sulzberger graciously granted the press an interview where he gave his views on politics, Russia, the free press, etc. The NYTimes ran it in full.

### Next to Reading Matter

TABULATION made by Scott Nearing, editor of "World Events," shows Time magazine issue of 112 pages consisted of 22 with reading matter only, 47 ads only, 43 mixed. Total 51 columns of reading, 75 of ads.

NYTimes, Sunday, showed front page reading matter only, 7 pages ads only; also 97 columns of reading matter and 351 columns of ads. Continues Prof Nearing: "Evidently the NYT slogan, 'All the news that's fit to print,' should be amended to read 'All the ads that can be squeezed between occasional columns of reading matter.'

"Are Time and the NYT exceptional? Certainly not. Dailies, weeklies and monthlies are stuffed to the brim with advertising. The chief job of these journals is to print ads. The news with them is incidental and secondary. . . .

"Business-for-profit has moved into trade, commerce. . . . It is likewise entering the professions. Wherever it has gone it has venalized, degraded, polluted and prostituted. This fate is now overtaking USA journalism."

### Despite NAM Dope

RECENT annual meeting of Calif-Arizona Methodist Conference adopted report stating: "Moral judgments by the church have long been expressed against the un-Christian motivation of industry by the lust for profit." Report was immediately red baited by Paul Elgin of Los Angeles, a substitute was offered, but conference majority adopted original.

This action was taken despite big propa-

is out to get a majority of women. Glamour hired Dr Henry C Link to write an article (Jan '46) saying that smoking cigarets is one of the most innocent of all bad habits.

### School Paper Finds 300% Increase

**The Progressive.** Protesting an article by T Swann Harding entitled "Fads, Facts and Frauds About Cigaretts," Joy Elmer Morgan, editor, Journal of the National Education Assn, wrote this weekly (1/28/46):

"The article . . . is itself something of a fraud. It is full of misstatements. . . . Enclosed herewith is a statement entitled 'Cigaret Smoking Causes Lung Cancer,' which will appear in the NEA Journal for Feb. The facts in this statement show a 300% increase in lung cancer paralleling almost perfectly a 300% increase in the use of cigarets."

**Tide.** Leading magazine of advertising trade published (11/1/46) reproduction of a big ad by the Atlantic Mutual Ins Co showing a burning cigaret and blaming cigarets for a vast number of fires and the loss of many lives. A Tide reader thought this kind of advertising "ill-advised," suggested including a bottle of whiskey in the ad "because inebriated smokers are no doubt responsible for a proportion of the fires."

**Pathfinder.** The venality, subservience or prostitution of the press (newspaper and magazine) is nothing new, but documentary evidence is quite scarce.

Here is an instance where a magazine threw out a small, perhaps \$25, advertisement in order to retain the full page ads of the big cigaret firms. The little man thrown out had offered a cure for tobacco. The advertising manager of Pathfinder wrote to his adv agency:

"We regret to advise that we are returning the White Cross Co order herewith. We have been forced to discontinue acceptance of all 'tobacco cure' advertisements because of pressure from our subscribers and large advertisers. By eliminating such types of advertising to which these groups object, we believe we will enhance Pathfinder's power as an advertising medium generally for all other advertisers, including perhaps some of your own other clients." (The Pathfinder at that time was owned by Emil Hurja.)

**Fortune.** The height, or perhaps depth, of journalistic venality, however, was reached by Luce's Fortune magazine (9/35) when it reported on "Alcohol and Tobacco," two of its chief sustainers. It concluded (page 98) that "the sum total of our knowledge of the 'evil' of smoking does not add up to much more than a zero." This, of course, adds up to one of the great falsehoods of our time.

## NEW EVIDENCE ON TOBACCO

**T**HE first exposé of the control of the press (and now the control of radio) by the tobacco interests, resulting in the suppression generally of all sorts of news items, from FTC fraud orders to important findings announced at medical conventions, was made by IN FACT Dec 14 1942.

Since then we have been flooded with everything from clippings and letters to scientific reports on smoking. Here is a short summary of the two main items we first reported, and the new evidence:

1. **Johns Hopkins.** The document quoted in 1942 is now out of print and so is our issue, but it can be found in Facts & Fascism. (pp 284-6). Dr Raymond Pearl, Dept of Biology, found that man for man, age for age, group for group, etc; the heavy smoker's chances of living a certain number of years was less than the non-smoker's. Moreover, it was his contention that the use of tobacco opened the body to the inroads of disease, so that the heavy user (two packs a day is heavy; 10 cigarets a day is moderate) had a worse time of it even in his shorter life. Dr Pearl's conclusion:

"The net result is obvious. In this group of nearly 7000 men [observed and investigated at Johns Hopkins for the test] the smoking of tobacco was associated definitely with an impairment of life duration and the amount or degree of this impairment increased as the habitual amount of smoking increased."

2. **Grace Clinic, Brooklyn.** Dr Edwin J Grace, head of this noted cancer clinic, contributed to IN FACT one of the first scientific reports on the relation of nicotine and tar in tobacco to the marked increase in cancer. Dr Grace's conclusions: "Cancer of the mouth, lips, tongue, larynx and pharynx is more prevalent in smokers than in nonsmokers."

3. **American Medical Assn.** Its Journal (7/15/44) published as its main item "The Effects of Smoking Cigaretts," written by Dr Grace M Roth, Captain John B McDonald, Medical Corps, USA; and Dr Charles Sheard, Mayo Clinic, Rochester, Minn. This is probably one of the most authoritative scientific reports on the subject. All tests were made with only two cigarets, and it was shown that they affected bodily temperature, the basal metabolic rate, electrocardiographic tracing, increase of blood pressure. An absolutely reliable report such as this contrasts with buncombe certain doctors have been writing in popular publications. The item however, was generally suppressed. (NYTimes July 14 ran 6 inches, last page, last item.)

4. **Dr Sheard.** The AP reported (3/15/46) that Dr Sheard of the section on physics, Mayo Clinic, had told a meeting of biologists in Atlantic City that the use of two cigarets causes a delay of 15 to 30 minutes in seeing well in the dark. The AP tacked on to this a report that 3 doctors at the Medical College of

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Cut out your name and address from the first page and mail in your new address. Please give code number on all correspondence.

Send Your Local Zone Number



Va had found that rats subjected to tobacco smoke lived as long as "non-smokers." This gave the Chi News a chance to headline "Nicotine Loses and Wins."

Most papers didn't use the Mayo item. VanDevanter used it on WOR-Mutual. IN FACT has been informed by Dr Sheard that his experiments were made with reference to night flying. They also apply to driving. (An abstract appears in "Federation Proceedings," Feb '46.)

5. **American Heart Assn.** A member of the College of Physicians & Surgeons sends IN FACT a reprint of the April 1945 issue of the association's publication, "The Effect of Smoking Tobacco on the Cardiovascular System," written by Dr Roth of the Mayo Clinic. This article lists many of the authorities of the 20th Century who have investigated the effects of tobacco on all forms of heart troubles.

6. **Dr Martin Gumpert.** Writing in "Tomorrow," May issue, this authority confesses that a year earlier, although aware of "possibly harmful consequences," he smoked 2 packs a day. He stopped on July 17 1946 when he suffered a heart attack. "For a physician it is not possible to make excuses for continuing to smoke after such an occurrence," he states. He also confesses that most doctors' attitudes towards tobacco are based on their own smoking habits, rather than science. (Thousands of doctors are advertised as endorsing Camels.)

Finally, Dr Gumpert quotes the latest scientific data: "There undoubtedly exists a close relationship between the smoking habit and disturbances of the circulatory system, including the heart."

## EDITORIAL POSTSCRIPT

IT DOESN'T matter what the subject is, you cannot get the facts in the American newspaper or magazine press.

And the facts concern you: your health (as the foregoing item on tobacco well illustrates), or your security (as our exposés of the landlords' lobby showed), or your general welfare (as most of IN FACT's items for more than 7 years have pointed out).

There are good newspapers—and we name them. There are great men in Congress—and we name them too. But, there are also agents of the NAM, the electric light interests, the 8 big banks, and 800 lobbyists who in Congress work to make profits for the corporations, and to rob you.

We name them. Few publications do. No one has done as much as this newsletter—we say this as a matter of measurable fact.

The biggest issue of our time is the attempt of the few to rule America. FDR said so and fought the enemy. Republicans like Sen Aiken, Democrats like Sen Murray, are united on this. But even when they make it an issue in Congress, the press suppresses the news. The magazines are no better. The radio is controlled by the same people.

For more than a year, in all my spare time, I have been collecting important material for a book. Book publishing still maintains some freedom. All this evidence is new (except two or three documents for the appendix which are from IN FACT). The book will startle you, and if you will help circulate it, it will startle America.

I hope to finish the book this week, and to give you the details on this page, next week.

G S

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ganda of church section of Natl Assn of Manufacturers which tries to ensnare all U S preachers in big business "free enterprise" plan. Head of NAM church propaganda branch is Jasper E Crane, DuPont vice president.

Los Angeles Times, one of the bitterest anti-labor, reactionary papers in the nation, ran two hot editorials denouncing churchmen. July 2 it backed up its view by quoting a Dr Dan Gilbert. Gilbert was exposed by John Roy Carlson. He is an associate of Walter S Steele, who signed the Hitler propaganda book imported by Nazi agent Viereck. Gilbert, quoted by the Winrod-GLKSmith-native fascist groups, is now used as an authority by the LATimes to attack leading Methodists.

## PREMIUMS

### Books by George Seldes

**LORDS OF THE PRESS**, the 20 men who own and control our newspapers, make public opinion, fool most of the people most of the time. This book gives the documentary evidence, exposes the American press, and names names, which the Commission on Freedom of the Press did not although it confirmed every indictment in this book against the most powerful group in the U S. New printing. \$3 edition.

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